



DOING BUSINESS IN BRAZIL

16th Edition

BRAZIL-CANADA CHAMBER OF COMMERCE - BCCC

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1973 - 2023

ABOUT US

Established in 1973, the **Brazil-Canada Chamber of Commerce - BCCC** is a not-for-profit and independent business association held by the private sector to foster stronger commercial relations between Brazil and Canada.

We are proud to be a Canada-wide chamber with a presence in Toronto and five other Chapters, including **Ottawa, Atlantic Canada, Manitoba, Alberta and British Columbia**.

The chamber has **six operational committees**: Mining; Education; Trade & Investment; Innovation, Science and Technology - IST; Diversity and Inclusion D&I; and Environmental, Social and Governance - ESG.

As we celebrate the chamber's 50th anniversary, the **BCCC 50 Years - The Future Starts Now** is a collection of thought-provoking events designed to provide a comprehensive overview of key topics that will shape the future of Brazil and Canada in the next decade.

Our panels of experts will delve into various areas of importance, including Diplomacy, Economic Outlook, Trade and Investment, Education, ESG and Diversity and Inclusion.

[LEARN MORE ABOUT OUR 50TH ANNIVERSARY CELEBRATIONS](#)



WELCOME



PAOLA SAAD

Co-Chair of the BCCC
Trade & Investment
Committee



DANIELA CHIMISSO

Co-Chair of the BCCC
Trade & Investment
Committee

Dear Esteemed Attendees,

We are honored to welcome you all to the 16th annual “Doing Business in Brazil” event as Co-Chairs of the Trade and investment committee.

Being the BCCC 50th anniversary as well, expectations for this event are nothing short of excellence. We aim to provide you with valuable insights into the Brazilian market, fostering meaningful connections and discussions that will pave the way for successful business ventures in this vibrant country.

Throughout our program, you can anticipate engaging panel discussions, expert presentations, and ample networking opportunities. We encourage you to actively participate, ask questions, and share your experiences, as this event thrives on the collective wisdom and expertise of its attendees.

Brazil holds immense potential for businesses globally, and we have no doubt that the knowledge and connections you gain here will be instrumental in your endeavors. I look forward to fruitful discussions, collaborative endeavors, and the forging of lasting partnerships during our time together.

Thank you for being a part of this event, and let’s embark on this journey of exploration and growth together.

Warm regards,

Daniela Chimisso & Paola Saad
Co-Chairs of the Trade and Investment Committee



AGENDA

3:30

Welcome Remarks

3:35

Opening Remarks

3:40

Panel 1: In the Brazilian Market:
Challenges and Opportunities

4:25

Keynote Speaker

4:40

Fireside chat - The Economy of the
Future: *Renewables, Food Security and
Supply Chain Regionalization
Associated with the Natural Resources*

5:25

Closing Remarks

5:30

BCCC 50th Anniversary Cocktail



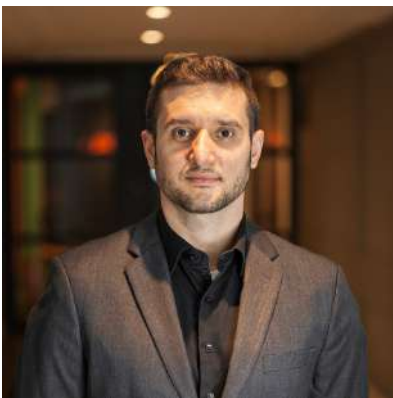
WELCOME

REMARKS



PETER HAWKINS

Co-Chair of the BCCC and
SVP & Managing Director at
MELLOHAWK Logistics



HENRIQUE BILBAO

Director of EZOK and
President of ACATE

BCCC C-Chair Peter Hawkins is the co-owner of MELLOHAWK Logistics, an international, certified-diverse, freight forwarder with offices in Canada, the US and Brazil and sixty-five global partners, now celebrating 20 years. He is Chair of the Professional Advisory Committee (PAC) for the International Business Program for Sheridan College and sits on the PAC committee for the Bachelor of Business Administration degree. He is a TAP advisor for Global Affairs - International Trade, as well as the Toronto Board of Trade and Mississauga Board of Trade (Co-Chair International Trade Committee and member Policy Committee) and Canadian Gay & Lesbian Chamber of Commerce.

Peter was named Mississauga Board of Trade's Businessperson of the Year and was awarded the Access Employment Walk of Fame Award and the CGLCC Exporter of the Year. He collaborates closely with Canadian companies seeking to export to new markets, international companies looking at market/FDI potential in Canada, and global business matchmaking.

CEO of EZOK, a company that automates the sale of insurance to insurance brokers, also vice-president of internationalization at ACATE - Technological Association of the State of Santa Catarina, which brings together more than 1,600 members.

Graduated in computer science from FURB, postgraduate in data science engineering from UNISUL and postgraduate in Global Business Management in Conestoga, Ontario. 10 years of experience developing custom systems, with 15 Apple/FileMaker and 4 IBM certifications.

PANEL 1

IN THE BRAZILIAN MARKET

Challenges and Opportunities

MODERATOR



PAOLA SAAD

Co-Chair of the BCCC Trade & Investment Committee and President at Mandala Group

Longtime President and Founder of the Mandala Group, Paola Saad has most recently assumed the role of Chief Operating Officer (COO) at BankingBooks Analytics (BBA), a role that encompasses Global Business Development, as well as project oversight and supervision. BBA prioritizes its efforts within, and at the intersection of, three key domains: (1) Machine Learning and Microservices, (2) Finance, Treasury and Risk, and (3) Pricing and Profitability. Within, across and at the intersection of these domains, BBA's work focuses on analyzing customer behavior - helping clients develop a deeper understanding of customer attributes, decisions that they choose to make and their impact on risk, profitability and balance sheet.

Paola's company Mandala Group continues to fulfill a growing demand in International trade facilitation connecting Canadian companies to the world's marketplace. Paola has over 20 years of experience leading and organizing international trade missions and events. Clients international corporations, financial institutions, civic groups, foreign dignitaries and high-level government in over 40 sectors globally.

Throughout her extensive career, Paola has best thrived in fast-paced environments while leading and managing multiple projects with strict deadlines.

Paola is a former director on the Board of the United Nations Association in Canada, Toronto Region, Chair of Event Planning; she is currently a board member and past-president of Grupo Brazil, the Brazilian Association of Ontario; Member of the University of Liverpool Canadian Association of Students & Alumni (ULCASA). She is President, Board Director & Chair of the Trade and Investment Committee of the Brazil-Canada Chamber of Commerce (BCCC), Chair of Centennial College Program Advisory Committee for International Business and Advisor at GiET Foundation. Paola is also a recipient of "Brazilian Woman in Power", a joint award from the Canadian Federal Government & Ontario Provincial Government in 2012, as well as 2018 award from the CONCID, the Citizenship Council for contributions to the Brazilian Community in Toronto.

Paola's academic accomplishments include a Masters degree in Business Administration and Marketing from the University of Liverpool, UK; a Postgraduate Specialization in Public Relations from Ryerson University; and an Honors B.A. in Economics from the University of Toronto.

SPEAKER



Anouk Bergeron-Laliberté

Consul and Canadian Senior Trade Commissioner in Brazil



PHILIPPE JEFFREY

Tax Lawyer and Head of Canadian Desk at FCR Law

Anouk Bergeron-Laliberté is Consul and Canadian Senior Trade Commissioner in Brazil since August 2022. She was previously Senior Trade Commissioner/Commercial Counselor at the Canadian Embassy in Peru from 2019-2022, in charge of the commercial division. Prior to that she spent 9 years in Brazil as Commercial Consul at the Consulate General of Canada in Rio de Janeiro from 2010-2014 and in Sao Paulo from 2014-2019.

She also held positions in the Regional Office of Global Affairs Canada in Montreal for 5 years, working closely with companies based in Quebec. Her first position abroad was at the Canadian Embassy in Mexico City in 2001. Before joining Global Affairs Canada, she worked for the Québec government as International Advisor. She holds a Bachelor's degree of Business Administration from Laval University, Quebec and a Master in International Management from les Hautes Études Commerciales (HEC) in Montreal.

Philippe Jeffrey is a foreign legal consultant (FLC) originally from Canada and a former PwC Tax Partner. He has 25 years of combined tax and management experience in assisting foreign and Brazilian multinational companies with their domestic and cross-border transactions in Brazil, Latin America, Europe and set-up of international tax structure (financing, IP, trading, holding).

At FCR Law, Philippe is the leader of the firm's tax consulting practice and head of the Canadian Desk, an international practice group formed to provide customized legal services to Canadian companies doing business in Brazil.

SPEAKER



ARNON MELO

Founder and President at
MELLOHAWK Logistics

For 30 years, Brazilian-born, MELLOHAWK Logistics founder and President, Arnon Melo has been providing advice and action to Canadian companies in International Trade to markets all over the world. He has been a TAP (Trade Accelerator Program) advisor for more than a decade and has been training and nurturing international exporters to explore and diversify markets to grow their businesses.

Arnon is a graduate of Ibero-Americana University in São Paulo and of the International Business Programme at Seneca College, Toronto. He immigrated to Canada in 1990 and founded MELLOHAWK Logistics in 2002. MELLOHAWK Logistics is truly an immigrant success story, with all but one (Peter Hawkins, Vice-President) of its staff being new immigrants. Arnon believes that his investment in people is the best way to succeed in business.

Arnon is a three-time elected member of the Brazilian Citizenship Council of Ontario (CONCID), a volunteer at the Professional Advisory Committee for Seneca College (he is the 2023 Alumni of the Year for Seneca) and the newly elected President of the Canadian International Freight Forwarders Association (CIFFA).

For his contributions to the Brazilian community in Canada, he was awarded the Order of Rio Branco Medal of Honour in 2021, one of Brazil's highest honours. In 2022, Melo was also named one of Canada's most influential immigrants at the TOP 25 Immigrant Awards from Canadian Immigrant Magazine.

Arnon believes that his investment in people all over the world is the best way to succeed in business. Being a leader means making leaders. Providing opportunity is his legacy.

SPEAKER



John H. Welch

Founder and CEO at Research for Emerging Markets (REM), Inc.

John H. Welch is a Subject Matter Expert on macroeconomic policies and developments in the major Latin American countries Argentina, Brazil, Colombia, Ecuador, Mexico, Peru, Uruguay, and Venezuela. Significant additional experience in looking at the United States, Europe, Asia, and other non-LatAm EM countries. He creates trading strategies across the FX, global bonds, and local markets universe and publishes strategies on a weekly basis but also opportunistically as well. John Welch writes periodic articles on themes as well as quarterly forecasts for these countries. High visibility with clients and contribute, either directly or indirectly, to the trading, banking, and credit sides of the business. He has significant public speaking experience.



INGRID POLINI

CEO and Founder at SafetyDocs Global

CEO and Founder at SafetyDocs Global and Co-Chair of the BCCC BC Chapter Ingrid holds a Business Administration Bachelor and a Masters in intercultural and international communications and has more than nine years of experience in tech, from large corporations to startups. Ingrid has developed intercultural and international projects in Brazil, Argentina, Chile, Mexico, USA, Vietnam and Canada. She is a successful entrepreneur in Latin America and North America and mentors other startups in programs such as the Accelerator Center in Canada.

At SafetyDocs global, she focuses on managing the development of client-centred solutions, focusing on optimizing efficiency and lowering operations cost globally.

KEYNOTE

SPEAKER



JASON TOLLAND

Director General - Latin America and Inter-American Affairs at Global Affairs Canada

Jason Tolland is Director-General for Latin America and Inter-American Relations at Global Affairs Canada. He has been assigned overseas to Argentina as economic secretary, Washington DC as environment counsellor, Berlin as minister-counsellor, and most recently as Canada's ambassador to Finland. Previous assignments in capital have been as counsel and executive director of the Government of Canada's Trade Law Bureau. Prior to serving for the government, Jason worked at various times as a labour lawyer, resource economist, and wine salesman.

THE ECONOMY OF THE FUTURE

*Renewables, Food Security and
Supply Chain Regionalization
Associated with the Natural
Resources*

MODERATOR



DR. DANIELA CHIMISSO

Co-Chair of the BCCC Trade and Investment Committee and Non-Executive Director, Sustainability Expert, Of Counsel, Cescon, Barrieu, Flesch & Barreto Advogados

Dr. Daniela Chimisso dos Santos, BA, LLB, LLM, SJD, is an expert on sustainability. Called to the Ontario and Alberta Bar, she has practised law in the oil, gas and mining industries for over 25+ years, and has extensive experience across Canada and internationally—Asia, South America, and Sub-Saharan Africa (25+ countries).

Daniela is the principal consultant at Invenient Consulting Solutions, and she is Of Counsel, at Cescon, Barrieu a Brazilian premier full-service law firm. She has also held roles at McCarthy Tétrault, Shell, Hatch, and Vale where she led a team of more than 45 lawyers in 11 jurisdictions. Daniela has also led a project with Environment and Climate Change Canada, where her work was tabled at the House of Commons and the Senate in Canada. In addition to serving as a board member of Transparency International-Canada, Daniela is a member of the ICC Canada Task Force on Addressing Issues of Corruption in International Arbitration.

She's also a former member of the Environmental Appeal Board, Forest Appeals Commission and the Oil and Gas Appeal Tribunal in British Columbia. The United Nations Development Programme has recognized her as an extractive's expert. Daniela has lectured and spoken at universities, events, and associations across North America, and has presented her work at Harvard Law School, University of Cambridge Law School, Center for International Governance Innovation and Society for Institutional and Organizational Economics. She is fluent in English, French, Portuguese, Spanish, and Italian.

SPEAKER



JULIAN OVENS

Director Board Of Directors
at Canadian Commercial
Corporation and Partner at
Crestview Strategy

Prior to joining Crestview Strategy, a public affairs agency, Julian Owens was Chief of Staff to three of Canada's Ministers of Foreign Affairs and International Trade, based in Ottawa. In 2018 the Hill Times named him among the Top 40 Influencing Canadian Foreign Policy. Julian sits on the Board of Directors of the Canadian Commercial Corporation (CCC), which assists Canadian exporters secure international contracts, particularly with foreign governments as well as the Australia-Canada Economic Leadership Forum (AusCan).

Julian previously worked at BHP, the world's largest natural resources company, most recently as Head of Strategy & Development, Potash in Saskatoon. He was Project Director, Iron Ore Africa, Minerals Exploration based in Singapore and led commercial efforts for development projects in West Africa and was engaged in M&A work globally for BHP Billiton Aluminium in London. Previously, he worked in corporate Mergers & Acquisitions at (Rio Tinto) Alcan in Montreal and Paris, where he led or contributed to buy and sell-side international transactions.

His completed deals include the acquisition of Pechiney, Carbon Savoie, and Daifu Industries, the divestment of the EKATI diamond mine, Richards Bay Minerals, Wheaton Science Products, Food Bottles Packaging Americas, and the spin-off of Novelis, in diverse locations such as the US, Canada, France, Switzerland, Australia, Slovenia, Thailand, Gabon, Cameroon, Congo, South Africa and the Central African Republic. He began his finance career in investment banking in Global Metals & Mining at Credit Suisse First Boston in Toronto, where he worked on advisory and financing assignments, including the defence of AurionGold in its unsolicited takeover from Placer Dome.

Julian has also worked in several capacities at the House of Commons of Canada, including serving as an assistant to two Parliamentary Secretaries (Justice and Attorney General, and Environment).

Julian studied economics and political science at the University of Ottawa, before graduating with an Honours BA degree from the Ivey Business School at Western University. Julian is a recreational ice hockey goaltender and enjoys other sports such as tennis, skiing, swimming, cycling and dragon boat. He coaches children's sports and was a Director on the board of the Greater Saskatoon Chamber of Commerce. Julian is fluent in French.

SPEAKER



Rachel Guthrie

Vice-President ESG Integration
at EDC

Rachel Guthrie joined Export Development Canada in 2021. As Vice-President of ESG Integration, she is responsible for ensuring environmental, social and governance considerations are integrated into EDC's strategy and culture. In this capacity, she has oversight of EDC's path to net zero, sustainable finance offerings, ESG policies and governance, as well as data and reporting.

Rachel brings over a decade of experience in ESG strategy and reporting in the Canadian financial industry. As the Head of TD's ESG Reporting and Impact Measurement team, she navigated TD's strategy through materiality assessments, the adoption of GRI standards, SASB and TCFD reporting. TD's reporting won national acclaim, winning "Best ESG Reporting" in Canada from IR Magazine for three years in a row.

Originally from the U.K., Rachel completed her undergrad at St. Andrews University in Scotland and returned to school mid-career for a Certificate in Corporate Responsibility from St. Michael's College in Toronto. In her spare time, Rachel volunteers with the Canadian Ski Patrol.

CLOSING

REMARKS



AMBASSADOR

WANJA CAMPOS DE NÓBREGA

Consul General of Brazil in
Toronto

Ambassador Wanja Campos da Nóbrega was born in Recife, Brazil, and she has been the Consul General of Brazil in Toronto since 2020. Bachelor in International Relations from the University of Brasilia (1981), graduated in Diplomacy from the Rio Branco Institute, (1984), she has served in the Brazilian embassies in La Paz (Bolivia), Paramaribo (Suriname), Algiers (Algeria), Washington, D.C. (United States of America), and in Dhaka (Bangladesh); and at consulates in Paris (France), Rome (Italy), Cape Town (South Africa), Toronto (Canada) and Mexico City (Mexico).

In 2004, she was appointed representative of Itamaraty, Ministry of Foreign Affairs of Brazil, to accompany the 22nd Brazilian Expedition to Antarctica. In 2014, she received the Medal of Grand Officer of the Order of Rio Branco, the highest decoration awarded by the Ministry of Foreign Affairs, for her relevant services to Brazil. At the Ministry of Foreign Affairs, she held positions in different areas, including policy for Asia and the Pacific, the environment and trade promotion.

She presented the thesis "The United Nations System: Perspectives, Opportunities and Limitations for Brazilian Trade Promotion - Action Proposals", for the Higher Studies Course at the Rio Branco Institute. Author of several articles on topics related to education, the environment and agribusiness, she is also the author of the book "Joao Herbert - Uma História Verdadeira", published in 2022, where she reports her experience in the field of consular assistance when she served at the Brazilian Embassy in Washington D.C.

In Toronto, she served as Head of the Trade Promotion Department (2006-2012) and, since 2020, has been a member of the Inclusion and Diversity Committee of the Brazil-Canada Chamber of Commerce. In 2023, she was nominated the Diplomat of the Decade by the Brazil-Canada Chamber of Commerce (BCCC) for her previous and current work in promoting the bilateral trade and investment relationships.

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